



IFW 3624

Docket No. 3951-4001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Jonathan Ellenberg, et. al.

Group Art Unit: 3624

Serial No.: 09/624,439

Examiner: Felten, Daniel S

Filed: July 24, 2000

For: **SYSTEM AND METHOD FOR CONDUCTING A CUSTOMER AFFINITY
PROGRAM AUCTION**

RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated March 19, 2004, Applicants respectfully
request reconsideration in view of the following remarks.

Amendments to the Claims are reflected in the listing of claims which begins on
page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.